

CLAIMS

What is claimed is:

- 5 1. A display assembly for an electronic device comprising:
 - a backlight device;
 - a reflective display disposed above said backlight device; and
 - a light guide within said reflective display operable to conduct light from said backlight device to an area above said reflective display.
- 10 2. The display assembly of Claim 1, further comprising a front light reflecting film disposed above said top surface of said reflective display and operable to reflect light onto said top surface and being sufficiently transparent to allow viewing of said reflective display.
- 15 3. The display assembly of Claim 1, wherein said backlight device is an electro-luminescent (EL) light device.
- 20 4. The display assembly of Claim 1, wherein said backlight device contains at least one light emitting diode (LED).
- 25 5. The display assembly of Claim 1, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

6. The display assembly of Claim 1, further comprising a brightness enhancing film (BEF) disposed between said backlight device and said bottom surface of said reflective display and for directing light toward said light guide.

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7. The display assembly of Claim 1, wherein said reflective display is an electronic ink display.

8. The display assembly of Claim 1, wherein said reflective display
10 comprises an electronic paper display.

9. The display assembly of Claim 1, wherein said reflective display is a digital paper display utilizing micro-machining technology.

15 10. The display assembly of Claim 1, wherein said light guide comprises a plurality of said light guides which enclose an area of said reflective display.

11. The display assembly of Claim 10, wherein said plurality of said
20 light guides enclose a sub-pixel of said reflective display.

12. A display assembly for an electronic device comprising:
a backlight device; and

a reflective display disposed above said backlight device and comprising an embedded light guide for conducting light from said backlight device to an area above said reflective display.

5 13. The display assembly of Claim 12, further comprising a front light reflecting film disposed above said top surface of said reflective display and operable to reflect said light back onto said reflective display and being sufficiently transparent to allow viewing of said reflective display.

10 14. The display assembly of Claim 12, wherein said backlight device is an electro-luminescent (EL) light device.

15 15. The display assembly of Claim 12, wherein said backlight device contains at least one light emitting diode (LED).

15 16. The display assembly of Claim 12, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

20 17. The display assembly of Claim 12, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display and for directing light toward said light guide.

18. The display assembly of Claim 12, wherein said reflective display is an electronic ink display.

19. The display assembly of Claim 12, wherein said reflective display 5 comprises an electronic paper display.

20. The display assembly of Claim 12, wherein said reflective display is a digital paper display utilizing micro-machining technology.

10 21. The display assembly of Claim 12, wherein said light guide comprises a plurality of said light guides which enclose an area of said reflective display.

15 22. The display assembly Claim 12, wherein said plurality of said light guides enclose a sub-pixel of said reflective display.

20 23. A display assembly for an electronic device comprising:
a backlight device;
a reflective display disposed above said backlight device; and
a plurality of light guides embedded within said reflective display and enclosing a display area within said reflective display, wherein said light guides conduct light from said backlight device to an area above said reflective display.

24. The display assembly of Claim 23, further comprising a front light reflecting film disposed above said reflective display and operable to reflect said light back onto said reflective display and being sufficiently transparent to
5 allow viewing of said reflective display.

25. The display assembly of Claim 23, wherein said backlight device is an electro-luminescent (EL) light device.

10 26. The display assembly of Claim 23, wherein said backlight device contains at least one light emitting diode (LED).

15 27. The display assembly of Claim 23, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

28. The display assembly of Claim 23, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display for directing light toward said plurality of light guides.

20 29. The display assembly of Claim 23, wherein said reflective display is an electronic ink display.

30. The display assembly of Claim 23, wherein said reflective display comprises an electronic paper display.

31. The display assembly of Claim 23, wherein said reflective display
5 is a digital paper display utilizing micro-machining technology.

.32. The display assembly of Claim 23, wherein said plurality of light
guides enclose a sub-pixel area of said reflective display.